

**FIRST 5 - PLACER
CHILDREN and FAMILIES COMMISSION**
11820 Enterprise Drive
Auburn, CA 95603
Meeting Minutes March 13, 2008

Attendees – Commissioners & Staff:

Catherine Goins, Chair, Commissioner, Childhood Development
Bob McDonald, Vice-Chair, Commissioner, Early Intervention
Richard J. Burton, M.D., M.P.H., Commissioner, Placer County Health Officer (via telephone)
Dayle Edgerton, RN, Commissioner, Child Health Care
Elaine Rowen, Ph.D., Commissioner, Early Education
Kim Haswell, Commissioner, Consumer
Melanie M. Cleary, Commissioner, Lake Tahoe Area
Jim Holmes, Commissioner, Board of Supervisors, District #3
Brian Wirtz, County Counsel
Don Ferretti, First 5 Director
Nancy Baggett, Staff Support, Administration
Sandy Renz, Staff Support, Administration

Commissioners Not in Attendance:

Dr. Sandra Naylor-Goodwin, Commissioner, Children's Behavioral Health

Public Attendees:

Katie Carlson, ProProse
Karen Jacoby, ProProse
Kelly Bennett Wofford, Children's Health Initiative
Francine Nunes, PCOE/LPC Child Care Council
Vicky Pantels, UC Cooperative Extension UCCE
Paula Westernen, UC Cooperative Extension UCCE

Call Meeting to Order

Meeting called to order at 4:35 p.m.

I. Public Comment:

Persons may address the Commission on items not on this agenda. Please note that although the Commission is very interested in your concerns, the California Brown Act prohibits the Commission from taking any action this meeting on items not published on this agenda.

None

II. Approval of Minutes:

Motion to approve the minutes from the February 14, 2008 meeting.

Elaine Rowen/Bob Mc Donald Unanimous

III. Commission Action Items:

Currently, the Commission contracts primarily with the County Health and Human Services Department (HHS) for staff functions. The Commission has been encouraged by HHS to examine additional options for staff functions beginning in Fiscal Year 2008-09.

The Placer County Office of Education (PCOE) was approached by the County to consider contracting with the Commission for the required staff functions. PCOE has expressed an interest in exploring the possibility of such a contract.

Action Requested:

- 1) Agree in principle to the option of contracting with the Placer County Office of Education for staff functions in Fiscal Year 2008-09.

Dr. Burton shared that PCOE provides a flexible alternative to what the County Health and Human Services Department can provide to the Commission. He supported the concept of the Commission contracting with PCOE for staff support in 08-09. He also expressed that HHS is open to whatever will work best for the Commission and would give thought to having a separate MOU with PCOE so that PCOE can continue to access HHS staff support services that may be needed.

Motion - To agree in principle to the option of contracting with the Placer County Office of Education for staff functions in Fiscal Year 2008-09.

Elaine Rowen/Jim Holmes Unanimous
Catherine Goins, abstention

Action Requested:

- 2) Authorize the Commission Chair to explore a staff services agreement with the Placer County Office of Education (PCOE). The full agreement will be presented to the Commission for final approval.

Motion - To authorize the Chair to explore a staff services agreement with PCOE with the understanding that the agreement will be presented to the Commission for final approval.

Jim Holmes/Melanie Cleary Unanimous
Catherine Goins, abstention

Bob Mc Donald presented a draft job description of the new Executive Directors position. He asked the Commissioners to review and send comments directly to him via email. Bob will take these comments collectively to the Executive Committee meeting on April 1st. He noted that the draft job qualifications were taken from a description from Yolo County and will be updated as appropriate. PCOE has certain standards that will need to be added to the job qualifications section as well.

The plan of the Commission is that Don Ferretti will continue to fill the Executive Director position through June 30, 2008 at which time; Don will retire from the County of Placer. After such time, PCOE will contract with Don as an independent contractor to assure an orderly transition to the new Executive Director and, at the same time, maintain the Commission's day-to-day functions and compliance with state requirements.

The Commission will continue the staffing of Nancy Baggett and Sandy Renz for administrative support of First 5 Placer. A MOU between PCOE and HHS will be developed for not only Nancy and Sandy's position but also to be able to access epidemiology or other services that First 5 Placer may need to access from the County of Placer.

IV. Commission Information Items:

- Social Marketing Update – Katie Carlson and Karen Jacoby

ProProse has been working with Kelly Bennett Wofford on publicity for the Children's Health Initiative, Placer Healthy Kids insurance product. From the expected CHI launch date of March 17th they are working on a press release to inform the community of the new children's health insurance available in Placer County. To broaden the awareness of the CHI, ProProse is developing a tri-fold information piece that will be made available to all of the CAA's who are signing up families for health insurance.

To further enhance our relationship with the Sacramento Parent Magazine ProProse is proposing partnering with other First 5's such as First 5 Sacramento through joint advertisements. Our combined efforts therefore would result in larger advertisements. They are also examining the prospects of utilizing an advertorial partnership option with the magazine. The partnership with the Sacramento Parent Magazine and other First 5's is in the developmental stage.

Rather than just focusing on big news events, the Commission discussed how great it would be to have more small press releases around our informative First 5 activities. The Commission agreed that having more visibility around the activities and events throughout the year would be beneficial. ProProse requested that we email them information about events to be promoted as far in advance as possible.

The Executive Director will be the center point for review of articles before they are published. It is important that Commissioners express and share their ideas with other Commissioners. Collectively, Don will gather ideas from Commissioners and acting as a lense to the Commission, forward these as one voice to ProProse.

ProProse has been following up with partners for feedback and it has been working really well. For example, they have been working with University California Cooperative Extension (UCCE) Nutrition Best and found that March is National Nutrition Awareness Month. The NNM is an information campaign designed to focus attention on the importance nutrition education and of food choice. ProProse expressed that working with partners directly has been very helpful and they have received a wealth of knowledge. Through these partnerships ProProse is helping to further the promotion of the child brain development message.

- Children's Health Initiative Update – Kelly Bennett Wofford

The CHI recently received approval for the Placer Healthy Kids insurance from the Department of Managed Health Care to provide health care for children. We now have a product in the county that will provide health care to children and families that do not qualify for Medi-Cal or Healthy Families. We can now accept applications and enroll children for health insurance. The official roll out date will be Monday, March 17, 2008.

On February 28th we held a successful Certified Application Assistant (CAA) training class. Twenty one people were in attendance. This training provided certification for assistants to fill out applications, access the insurance, qualify and refer families. A MOU between the Commission and those who will be providing the Outreach Enrollment Retention and Utilization (OERU) services is being developed. A brochure is in the

works that will provide a listing for those certified to provide enrollment along with a Health Net sticker showing health care now available in Placer County.

Kelly Bennett Wofford was approved by the Commission to be our Local Plan Administrator (LPA) for the CHI program through June 30, 2008. The Commission will need to examine options for continuing with Kelly or obtaining a new LPA after June 30th.

The CHI has fifty four slots open to provide health insurance for 0-5 year olds for this year. With combined resources from the Mother Lode Foundation, the California Endowment and Health Net, we have fifty seven slots for 6-18 year olds. The Commission using ProProse services plans to get this exciting message out to the public and that we also have slots for 6-18 years old. A news opportunity is that the first children to be enrolled in the CHI program will be the application that we recently received from our partner, the Lighthouse Counseling Center in Lincoln.

A memorandum from First 5 Placer was forwarded to the Board of Supervisors today requesting that Supervisor Jim Holmes be appointed to the Healthy Kids Healthy Futures regional board of directors. This is a requirement of participation in the regional effort. Jim will join Dayle Edgerton who represents the First 5 Placer Commission on the board.

V. Commissioner Reports:

Catherine Goins – The Week of a Young Child will be April 13-19, 2008. It is an annual celebration sponsored by The National Association for the Education of Young Children (NAEYC), the world's largest early childhood services.

Katie Carlson – To be published is the announcement of Catherine Goins appointment as new Chair Person of the First 5 Placer, Children & Families Commission. The Gold Country Media plans to publish in the business section soon.

Jim Holmes – Recently elected as Board Chair to the Placer County Board of Supervisors.

Elaine Rowen - Expressed that she would like to have another Commissioner take over her spot serving on the MHSA Community Wellness Steering Committee. Melanie Cleary volunteered and agreed to take her place.

Nancy Baggett – Reminded the Commission of the next partner luncheon at the Chana High School on April 24, 2008.

Meeting adjourned 5:32 pm

For more information concerning these minutes contact Don Ferretti, Director for First 5 Placer at 530.886.1824 or dferrett@placer.ca.gov.



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